



# WASHINGTON MESSAGE NEWS



## PRESIDENT'S MESSAGE

ARTHUR HANN

I would like to thank all the Washington State Members for their co-operation and help during this last fiscal year and hope you will continue to help me in the coming year.

I especially wish to thank Jessie Smith of Yakima, Ruth Williams of Kennewick and all who helped to make the convention a success.

Our Annual State Convention was held in Yakima this year at the Chinook Hotel. The Yakima Chamber of Commerce were very helpful in making our Convention a success from the publicity angle. There were a number of writeups and numerous pictures taken during the convention, thanks to the Chamber of Commerce.

There was a nice attendance although I was disappointed that all the state members were not there. This is your organization and the conventions are the place to voice your ideas on bettering our A.A.M.M.

Those who arrived at the convention Friday afternoon were served a chicken dinner, box lunch style.

Saturday morning after the invocation by Reverend Thomas and welcoming to the city by Mayor Burns the business session convened until lunch time.

After lunch films were shown, following which was a demonstration by Mr. Hatch which was very good, using the Plasmatic Therapy Instrument. Mr. Roundhouse gave us a talk on Concept Therapy, a very interesting subject. The meeting then adjourned for afternoon to provide time to prepare for the evening banquet.

A lovely banquet was served in the garden room following which entertainment was provided.

First a male quartet by Messrs. Canaday, Murray, Hatch, Mann accompanied by Mrs. John Murray.

Mrs. Bertha Reager gave two readings which were very nice despite the fact that she was barely able to speak above a whisper the night before, due to a throat condition.

Mr. and Mrs. Canaday sang a duet, Mrs. Canaday accompanying on the auto-harp. A reading presented by Ernel Rothgeb, who is very talented, was much enjoyed and Mr. Hatch gave a speech entitled, "Hidden Speech" which was very witty.

Sunday morning opened with breakfast in the garden room followed by a speech by Dr. A.W. Stevenson M.D., on Muscle Spasms As it Applies to Masseurs and Masseuses. This speech was one of the most interesting and informative that I have heard. I am sorry all members did not meet and hear Dr. Stevenson.

Following breakfast our business session reconvened. After old and new business had been taken care of the election of officers for coming year was voted on. As time was running out demonstrations were cut short Sunday P.M.

Mr. Canaday gave a wonderful and heartfelt speech following which Phil Janssen and Art Mann showed their technique for bursitis cases.

Convention ended with speech by Mr. Mann on Ethics in General Massage.

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### Convention Ruling.

In business session it was voted to assess all members \$7.50 per year for the legislative fund. This amount will be included in your statement at dues paying time.

SEATTLE CHAPTER ATTENTION: Next meeting JULY 10 AT THE CANADAY HOME.

A tough patient will be there for us to consult with and demonstrate on.

Turn east at IED.M.M., the sign is at the 2nd. house.



#### OUR STAMPS

We can all be justly proud of our new stamps. They are a credit to our organization, a very inexpensive form of advertising and should add much prestige to our work. Use them every day, have a couple extra sheets of stamps on hand to sell to enthusiastic customers. If you are proud of your organization tell the world about it with STAMPS.

A big hand to our National President Ruth Williams of Kennewick for her untiring work in putting this stamp deal over. Lots support it 100 %.

#### OUR NEW EMBLEMS

Those of us who have been in the A.A.M.M. three years and met the requirements of the American Registry of Masseurs and Masseuses have received their Certificate of Registry and the lapel emblem, both of which arouse much favorable comment and of which we are justly proud. A big THANKYOU to those who have labored so hard for these accomplishments.

#### STATE CONVENTION NEWS

The Convention got off to a pleasant start with a picnic box lunch for the early arrivals. Planned for a park affair, we were soon transferred to the hospitality and home of our fellow member and spark plug of the convention, Jessie Smith, on account of the chilly night air.

About eighteen were present and got well acquainted and ready to start off the convention promptly at nine the next morning.

The Yakima Chamber of Commerce had a "package plan" which was accepted by the host committee and proved highly acceptable to the majority.

The registration fee included the Friday night lunch, Saturday night banquet, Sunday morning breakfast, convention hall expense, radio time and much publicity in the Yakima Daily. All of this arranged for by the Yakima Chamber of Commerce to whom was voted a big Thankyou at one of the business sessions.

The first session was given over to old business which included discussion of the whys and wherefores of the failure of the massage bill in the last legislature. President Mann praised the work of Arthur Dunbar and stressed the need of greater zeal and co-operation on the part of the members in contact with legislators and acquainting them with our work and aims.

Our President Arthur Mann will attend the national convention in Louisville, Kentucky. Elected Washington "Masseur of the year", he will compete with others for the title of "National Masseur of the Year".

The banquet, always a highlight of any convention, was attended by all and was thoroughly enjoyed.

The after dinner program was presided over by Jessie Smith and included a beautiful duet by Mr. and Mrs. Canaday and a male quartet number with Mrs. John Murray at the piano covering up the mistakes of Messrs. Canaday, Mann, Murray and Hatch. Other numbers were in a humorous vein and brought a welcome release from the tension of business sessions.

Sunday morning breakfast was served in the Blossom room of the Chino Hotel with full attendance.

Featured at this time was an address on "Trauma" by J.R. Stevenson M.D. of Yakima. The Doctor used both his medical and collegiate sports background as a basis for his talk. "There are many times when a masseur can be of more help than a doctor" said the speaker, who stressed the need of more Co-operation between the medical and massage professions.

Dr. Stevensons remarks were highly appreciated by all and he was given a rising vote of thanks at the conclusion of his address.

Following breakfast business sessions were resumed. It was voted to pay \$150.00 towards Arthur Manns expenses as delegate to the national convention.

Mr. Mann goes with a resolution from the Washington A.A.M.M. asking that the National enact legislation authorizing payment of the national presidents expenses to the national convention each year, said expenses not to exceed the sum of \$400.00

Stand fast therefore in the liberty wherewith Christ hath made us free and be not entangled in the yoke of bondage. Gal 5:1



JULY 1955

## WHAT ABOUT ADVERTISING ?

by JOHN HIRSHY

Seattle and Port Townsend

I have recently been observing a condition in regard to advertising by members and non members of our profession. Upon examining telephone directories of Seattle and adjacent cities and towns, I find that some of our practicing members can not be in the classified section under "massage".

In the regular directory they will be found but no word of distinction as Masseur or Masseuse. I am wondering, dont they want any business or they ashamed of their profession? Do they have all the practice they can take care of and dont need to advertise?

I find that non members in the same cities will have a nice appearing ad. with the name of their office or their name and address. Why dont our members do the same way?

I know of a masseuse, a non member, in Seattle who does not advertise in the classified section, nor does she use her title after her name in regular directory, yet she is booked solid day after day. She accepts only Doctor cases.

Does it pay to spend hard earned money for expensive advertising?

I would like to hear some ideas on this from members or non members

Of those who are advertising in the classified section in Seattle there are some <sup>seventeen</sup> ~~seventeen~~ who are not members of the ~~Association~~ and nine who are. May we have some discussion on why we advertise or why we do not.

Personally I find that next to word of mouth, an attractive ad in the classified section of the telephone directory gets better results over a period of time than newspapers or any other method.

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There is food for thought in the above; let's have some comments; Ed.

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TO THE NATIONAL CONVENTION - ONLY FIFTY DOLLARS, SAN FRANCISCO TO LOUISVILLE, KY. AND RETURN; READ ALL ABOUT IT AND START PICKING.

Hilton Heidfeldt has received a letter from George Gannon of San Bernardino, Calif. which says in part, "There is no one in California who wants to go to the national convention and it would be too expensive to drive alone, I have a station wagon that could take five besides myself and would love to take it if I could fill it with passengers from your bailiwick. If there are enough up there that want to go and could meet me say in Los Angeles or San Francisco I would take five passengers each for the round trip,

Contact Mr. Gannon at once so he will know when to stop filling his car. Address George Gannon, 771 3rd St., San Bernardino, Calif.

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It is better to get bent from hard work than to go crooked trying to avoid it.

Little girl riding on a train for the first time, and pointing to the trees; "Sorry, what are those?"

"These are trees, dear," answered the mother.

"Where are they going."

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You can send a message around the world in one seventh of a second, yet it may take years to force a simple idea through one quarter inch of human skull.

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Elderly man who has lost his way, to a little boy on the road, "Little boy, can you tell me where I am?"

Little boy, looking him over from head to foot; "Sure mister, here you is".

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HAVE YOU CONTACTED THAT PROSPECTIVE NEW MEMBER FOR THE LIAISON?--- DO IT NOW.



HITS OFF TO DUNBAR AND NIEDFELT

As we undertake our new job of editing and printing our message news we become more and more aware of the amount of thought, time and effort have gone into our little paper each month. Thankyou boys for a job well done. It will be hard to fill your shoes but we will do our best, remembering the old maxim; Not failure but low aim is crime.

Help//// We need the help of every member to make this an instructive and helpful organ. Good sound, short articles that will be right down our alley. If you send printed articles be sure to give their source, also constructive criticism is always helpful.

Articles will always be subject to revision or correction.

Oregon News

A card from Ore. Sec. Tyler states they will have a page ready for next month. You are always welcome Oregon.

ON LOYALTY

Loyalty is one of the intangibles that play a big part in the success of big and little business, in church life, home life, school life, and in the life of the individual.

Big business, to be successful, needs the loyalty of its thousands of workers in order to operate as a gigantic, smooth running machine. Little business must have the loyalty of its employees to grow larger. Employees need the loyalty of their employers to inspire them to do their best.

A church without loyalty to Christ, loyalty to the officers, the pastor and to one another soon loses its usefulness to the community it serves.

The happiest homes we have known were the ones where loyalty to one another seemed to be the keynote of family life.

Loyalty to the alma mater has long been recognized as one of the most potent forces in promoting and maintaining a continuous growth of our colleges and universities.

In individual life, your life and mine, loyalty continues to play an important part. Without loyalty to the very best that is in us, we cease to be an inspiration to others and become a source of discouragement to ourselves.

The same principles of loyalty apply to our own organization, so let's all practice

LOYALTY FOR A BIGGER AND BETTER MATH

OFFICERS ELECTED FOR FISCAL YEAR 55--56

Arthur D. Mann, Pres.	Leston T. Short, V. PRES	F.E. BLOOM, SEC.-Treas.
14546 Whitman Ave	2807 N. Monroe St.	10 W. Sixth
Seattle, 33.	Spokane, 17.	Spokane, 4.

DIRECTORS

C. Russell Soper,	Ruth E. Williams,	Jessie R. Smith,
201 Realty Bldg.,	26 E. Third Ave.,	1006 N. Sixth Ave.,
Spokane, 1.	Kennelwick.	Yakima.

Bertha H. Reager,  
310 E. Corrin St.  
~~For a moment~~ Orting.

Blosson B. Guntley,  
818 Fillmore St.,  
~~Orting~~ Port Townsend.

LEGISLATIVE COMMITTEE

Arthur Dunbar, 1017 4th Ave.,  
Elks Club, Seattle, 1.  
Arthur Mann, 14546 Whitman Ave.,  
Seattle, 33.

MEMBERSHIP COMMITTEE

Jess Williams 26 E. Third Ave.,  
Kennelwick.  
Richard L. Butt, 303 E. Rich Ave,  
Spokane.  
Bertha H. Reager, 310 E. Corrin St.,  
Orting.